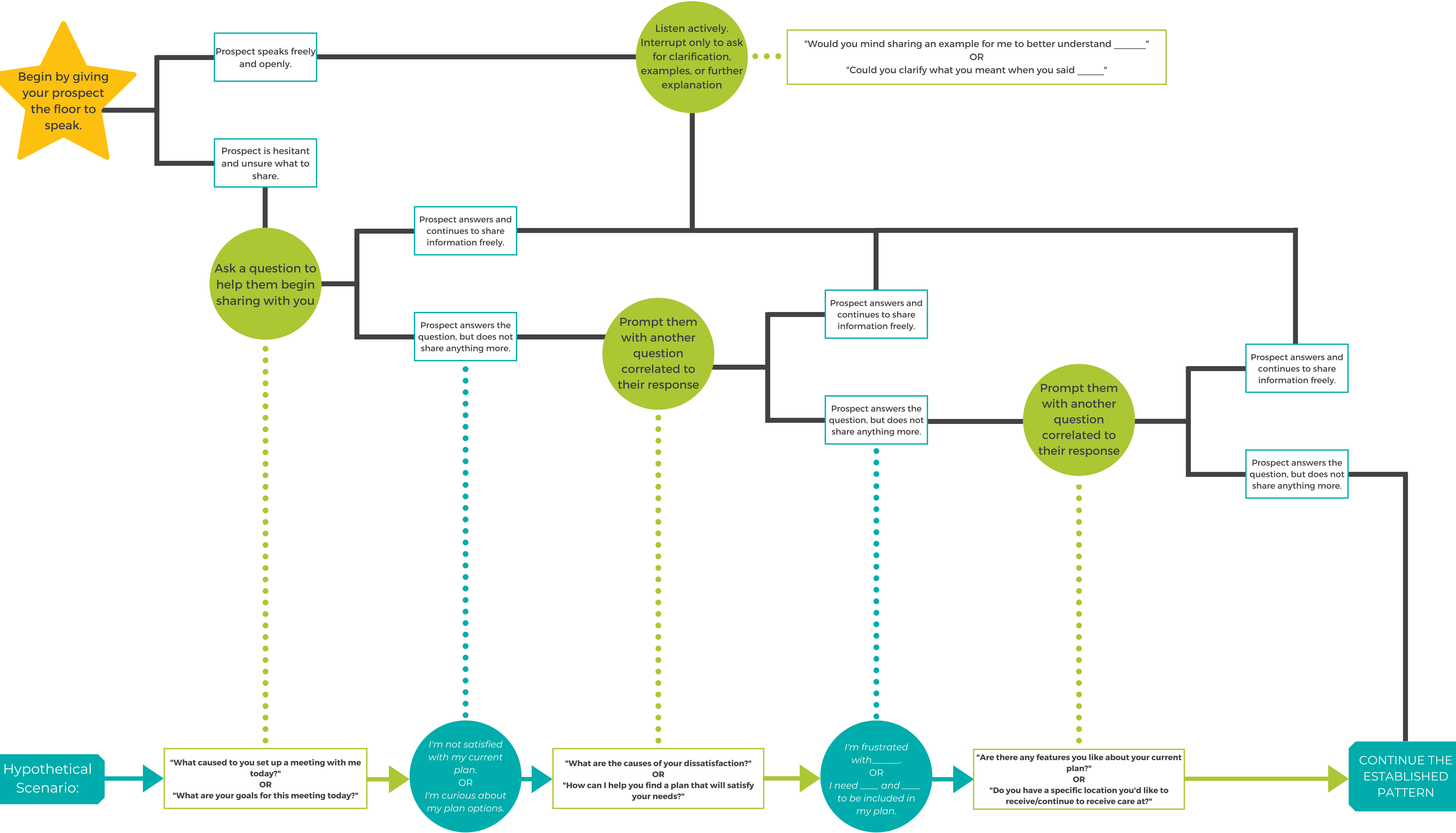


Consultative Selling AEP 2021: Q&A Pattern Framework

Having a conversation may seem like a simple task, but for some it doesn't come quite as naturally. Following the pattern below will help you determine if/ when you should ask prompting questions that will aid your prospects in taking and maintaining control of their session.



Remember:

Although questions for clarification, examples, and further explanation are only utilized when prospects are openly and continuously conversing for the simplification of this framework, you should **always** pepper in these questions when they are **needed**. You can't gain a complete picture of your prospect if you don't fully understand what they're sharing with you.